



Recommendation for Action

File #: 20-3816, **Agenda Item #:** 15.

1/27/2021

Posting Language

Authorize negotiation and execution of an interlocal agreement with the Austin Community College Fashion Incubator, as part of the ATX+EGYPT program, to provide virtual classes, support market testing, and support travel for exchange participants from Austin and Egypt through 2021 for a total contract amount not to exceed \$58,000.

Lead Department

Economic Development.

Fiscal Note

This item has no fiscal impact.

Prior Council Action:

July 29, 2020 - Approve an ordinance amending the Fiscal Year 2019-2020 Economic Development Department Operating Budget Special Revenue Fund (Ordinance No. 20190910-001) to accept and appropriate \$250,000 in grant funds from the U.S. Embassy in Egypt for the ATX+EGY: Launch Grant Program to provide training and development for Austin businesses.

For More Information:

Sylvia Holt-Rabb, Acting Director, Economic Development Department, 512-974-3131.

Additional Backup Information:

Austin Community College's Fashion Incubator (ACCFI) prepares aspiring designers and established entrepreneurs for success in one of our city's most economically promising industries. Funded in part by the City of Austin, this 7,500-square-foot facility offers career-technical training, transferable credits, a residency program, leasable space, and more.

ATX+EGYPT is a year-long international business development program focusing on fashion business management and entrepreneurship. The program supports the development and global expansion of Austin-based fashion businesses, and it increases exposure of emerging Egyptian businesses to the Austin and United States economies. The program will feature a mix of entrepreneurs from Austin and Cairo. The program runs December 2020 - December 2021 and is mostly funded by a grant from the United States Embassy in Cairo. There are no costs incurred by program participants.

Partnering with ACCFI, the ATX+EGYPT program allows the City of Austin to efficiently leverage local resources to provide business support and international opportunities to Austin businesses while helping to connect Austin's local fashion sector to emerging markets.

Strategic Outcome(s):

Economic Opportunity and Affordability.